

# COMMITTEE AGENDA



**CONSOLIDATED AS OF JANUARY 31, 2014**

TO **Operations, Transit & Emergency Services Committee**

DATE February 4, 2014

LOCATION Council Chambers, Guelph City Hall, 1 Carden Street

TIME 5:00 p.m.

## **DISCLOSURE OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF**

**CONFIRMATION OF MINUTES** – December 9, 2013 open and closed meeting minutes

## **PRESENTATIONS** (Items with no accompanying report)

a) None

## **CONSENT AGENDA**

*The following resolutions have been prepared to facilitate the Committee's consideration of the various matters and are suggested for consideration. If the Committee wishes to address a specific report in isolation of the Consent Agenda, please identify the item. The item will be extracted and dealt with separately. The balance of the Operations, Transit & Emergency Services Committee Consent Agenda will be approved in one resolution.*

ITEM	CITY PRESENTATION	DELEGATIONS	TO BE EXTRACTED
OTES-2014.1 Land Ambulance Communication Model	Stephen Dewar, Chief, Emergency Services		✓
OTES-2014.2 Recasting Guelph Transit	Phil Meagher, General Manager, Transit Services		✓
OTES-2014.3 Customer Service Request Improvement Project	Katherine Gray, Supervisor, Service Performance & Development		✓
OTES-2014.4 Bylaw Review – Disabled Parking Bylaw			
OTES-2014.5 Business Licence Fees 2014			

---

OTES-2014.6 Royal City Brewing Company – Manufacturer's Limited Liquor Sales Licence Application			
--	--	--	--

Resolution to adopt the balance of the Operations, Transit & Emergency Services Committee Consent Agenda.

### **ITEMS EXTRACTED FROM THE CONSENT AGENDA**

Once extracted items are identified, they will be dealt with in the following order:

- 1) delegations (may include presentations)
- 2) staff presentations only
- 3) all others.

### **STAFF UPDATES & ANNOUNCEMENTS**

### **ADJOURNMENT**

**NEXT MEETING** – March 4, 2014

**OPERATIONS, TRANSIT & EMERGENCY SERVICES COMMITTEE  
CONSENT AGENDA**

**February 4, 2014**

**Consolidated as of January 31, 2014**

Members of the Operations, Transit & Emergency Services Committee.

**SUMMARY OF REPORTS:**

The following resolutions have been prepared to facilitate the Committee's consideration of the various matters and are suggested for consideration. If the Committee wishes to address a specific report in isolation of the Consent Agenda, please identify the item. The item will be extracted and dealt with immediately. The balance of the Operations, Transit & Emergency Services Committee Consent Agenda will be approved in one resolution.

**A Reports from Administrative Staff**

<b>REPORT</b>	<b>DIRECTION</b>
<b>OTES-2014.1 LAND AMBULANCE COMMUNICATION MODEL</b>  1. That the Operations, Transit & Emergency Services Committee Report OTES021403 Land Ambulance Communication Model dated February 4, 2014 be received.	Receive
<b>OTES-2014.2 RECASTING GUELPH TRANSIT</b>  1. That the Operations, Transit & Emergency Services Committee report OTES021405, Recasting Guelph Transit, dated February 4, 2014 be received.	Receive
<b>OTES-2014.3 CUSTOMER SERVICE REQUEST IMPROVEMENT PROJECT</b>  1. That the Operations, Transit & Emergency Services Report OTES021401 dated February 4, 2014 regarding Customer Service Request Improvement Project be received for information.	Receive
<b>OTES-2014.4 BY-LAW REVIEW – DISABLED PARKING BY-LAW</b>  1. That the Operations, Transit & Emergency Services Committee Report OTES021404 Disabled Parking Bylaw Review dated February 4, 2014 be received.	Approve

2. That staff be directed to create a new Accessible Parking Bylaw for Council's approval based on the existing regulations within the Disabled Parking Bylaw (1984)-11440, as amended, to better reflect current legislative authorities and to update wording pursuant to Operations, Transit & Emergency Services Committee Report OTES021404 Disabled Parking Bylaw Review dated February 4, 2014.

**OTES-2014.5 BUSINESS LICENCE FEES 2014**

Approve

1. That the Operations, Transit & Emergency Services Committee Report # OTES021402 regarding the Business Licence Fees 2014 dated February 4, 2014 be received.
2. That staff be directed to prepare the necessary amendments to Business Licence By-law (2009)-18855, as amended, to incorporate the 2014 fees as identified in Operations, Transit & Emergency Services Committee Report #OTES021402, dated February 4, 2014.

**OTES-2014.6 ROYAL CITY BREWING COMPANY –  
MANUFACTURER'S LIMITED LIQUOR SALES  
LICENCE APPLICATION**

Approve

1. That the Operations, Transit & Emergency Services Committee Report #OTES021407 dated, February 4, 2014, regarding Royal City Brewing Company's application to the Alcohol and Gaming Commission of Ontario for a Manufacturer's Limited Liquor Sales Licence be received.
2. That Guelph City Council support Royal City Brewing Company's application to the Alcohol and Gaming Commission of Ontario for a Manufacturer's Limited Liquor Sales Licence for their brewery located at 199 Victoria Rd. S. Unit 8C. as set out in Operations, Transit & Emergency Services Committee Report #OTES021407 dated, February 4, 2014

attach.

# STAFF REPORT



TO Operations, Transit & Emergency Services Committee

SERVICE AREA Operations, Transit and Emergency Services

DATE February 4, 2014

SUBJECT **Royal City Brewing Company – Manufacturer’s Limited Liquor Sales Licence Application**

REPORT NUMBER OTES021407

## EXECUTIVE SUMMARY

### PURPOSE OF REPORT

To seek a Council resolution supporting Royal City Brewing Company’s application for a Manufacturer’s Limited Liquor Sales Licence from the Alcohol and Gaming Commission of Ontario.

### KEY FINDINGS

The Alcohol and Gaming Commission of Ontario issues licences to Ontario wineries and breweries allowing for the on-site sale and consumption of their products to promote their products, enhance a tourist experience of their facility and/or to provide public education.

Royal City Brewery Company is a new business currently in the process of submitting application to the Alcohol and Gaming Commission for both an On-Site Brewery Retail Store Authorization and a Manufacturer’s Limited Liquor Sales Licence.

When submitting application to the Alcohol and Gaming Commission for a Manufacturer’s Limited Liquor Sales Licence, wineries and breweries wishing to sell their alcohol by the glass on-site must submit proof that the municipal council of the community in which the winery or brewery operates has passed a resolution supporting the issuance of the licence.

As part of their application process, Royal City Brewery Company has made a request for Council to support the on-site sale and consumption of their product.

Staff are of the opinion that supporting this licence will provide opportunity for consumers to sample a small quantity of products before purchasing for home consumption. This category of licence is not intended to permit the brewery to operate as a tavern.

### FINANCIAL IMPLICATIONS

There are no financial implications with this report.

# STAFF REPORT

## **ACTION REQUIRED**

To receive staff's report and to recommend a resolution to Council supporting the issuance of a Manufacturer's Limited Liquor Sales Licence for Royal City Brewing Company located at 199 Victoria Rd. S. Unit 8C.

## **RECOMMENDATION**

1. That the Operations, Transit & Emergency Services Committee Report #OTES021407 dated, February 4, 2014, regarding Royal City Brewing Company's application to the Alcohol and Gaming Commission of Ontario for a Manufacturer's Limited Liquor Sales Licence be received; and,
2. That Guelph City Council support Royal City Brewing Company's application to the Alcohol and Gaming Commission of Ontario for a Manufacturer's Limited Liquor Sales Licence for their brewery located at 199 Victoria Rd. S. Unit 8C. as set out in Operations, Transit & Emergency Services Committee Report #OTES021407 dated, February 4, 2014

## **BACKGROUND**

Royal City Brewery is currently applying to be licensed by the Alcohol and Gaming Commission of Ontario (AGCO) for both an On-Site Brewery Retail Store Authorization and a Manufacturer's Limited Liquor Sales Licence. The brewery has indicated the on-site sale of alcohol by the glass would assist in showcasing their product offerings to the public.

## **REPORT**

On December 5, 2013 correspondence was received from Cameron Fryer, Royal City Brewing Company (Attachment 1) requesting a Council resolution in support of their application for a Manufacturer's Limited Liquor Sales Licence. Staff contacted Mr. Fryer to clarify his request and request copies of his AGCO applications. Copies of the Municipal Information for a Retail Store Authorization and the Manufacturer's Limited Liquor Sales Licence Application Form have been received and are on file.

In general, Ontario breweries and wineries holding this category of licence are permitted to sell and serve the alcohol they manufacture by the glass. Beer or wine may only be sold between the hours of 11:00 a.m. and 9:00 p.m., daily. Guests are only permitted to consume alcohol on-site as approved under the liquor licence.

Staff from Building Services were consulted and have no conditions to apply to this licence, as sales "By the Glass" are considered an accessory use and are permitted by the Zoning Bylaw. Guelph Police Services were also consulted and did not voice an objection to the resolution requested.

The intent of this licence is to provide consumers the ability to sample products before purchasing for home consumption and not for the brewery to operate as a tavern or other similar establishment.

# STAFF REPORT



In June 2013, Council passed a similar resolution for another brewery and to date; no issues have arisen from this category of licence within the City of Guelph.

Staff concur sales by the glass will assist in showcasing the products of Royal City Brewing Company and, therefore, do recommend that Council pass a resolution of support for Royal City Brewing Company's application for a Manufacturer's Limited Liquor Sales Licence.

## CORPORATE STRATEGIC PLAN

This report supports the following goals in the strategic plan:

- 3.1 Ensure a well designed, safe, inclusive, appealing and sustainable City
- 3.2 Be economically viable, resilient, diverse and attractive for business

## FINANCIAL IMPLICATIONS

There are no financial implications with this report.

## DEPARTMENT CONSULTATION

Building Services

Guelph Police Services


## COMMUNICATIONS

Typically, the City does not provide communications on these types of matters, however, once a liquor licence application has been received and reviewed by a Licensing Officer of the AGCO, the AGCO will determine if advertising of this application will be required. This advertising would consist of the business displaying a sign for 30 days viewable by the public advising of the liquor licence application as well as an ad to appear in a local paper.

## ATTACHMENTS

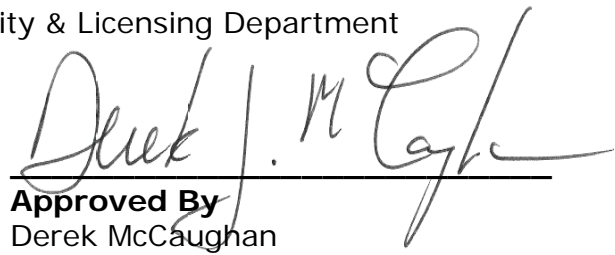
- ATT-1 Letter for request from Cameron Fryer, Royal City Brewing Company, dated December 5<sup>th</sup>, 2014

**Report Author:** Jennifer Jacobi, Licensing Coordinator  
Bylaw Compliance, Security & Licensing Department

  
**Recommended By**  
Doug Godfrey  
Manager

Bylaw Compliance and Security & Licensing  
519 822-1260 x2520

[doug.godfrey@guelph.ca](mailto:doug.godfrey@guelph.ca)

  
**Approved By**  
Derek McCaughan  
Executive Director

Operations, Transit and Emergency  
519 822-1260 x2018

[derek.mccaughan@guelph.ca](mailto:derek.mccaughan@guelph.ca)



Ms. Jennifer Jacobi  
Licensing Coordinator  
City of Guelph

05-12-13 11:46 RCVD

Request for council resolution supporting Manufacturer's limited liquor sales license

Dec. 4, 2013

Dear Ms. Jacobi,

As per our conversation in October my business partner and I intend to open a nano-brewery in the city of Guelph. The name of our brewery is Royal City Brewing Company. Our operation would be considered a nano-brewery due to the limited size of our production capability of approximately 24 hectoliters per week. Our brewery will be located in unit 2C of 199 Victoria Street South in Guelph. This location will house our entire operation, the production facility, offices, and a retail store and is zoned as industrial (B4). We intend to hire 3 employees within our first year of operation and expand from there. In order to obtain the provincial license to offer samples to our customers we require a resolution from the council of the City of Guelph endorsing this limited liquor sales license.

We require this license in order to showcase our product offerings through providing 4oz samples (1/5 pint) on a cost recovery basis. Under this license we are also permitted to sell one 12oz (341ml) beer per client that comes into our retail store for consumption on site. The products that we offer for tasting and sale at our brewery location will primarily be produced in very small batches and unavailable for purchase anywhere else. As such it is quite imperative that we obtain the license to be able to offer samples of these products. We intend to charge for our samples in order to discourage over consumption, or a "free beer" mentality of those visiting our store. We also intend to donate partial proceeds from these samples to local charities. Provincial regulations would govern our limited sales license and as such we would only be able to open for samples between the hours of 11am and 9pm.

We define our business as being a part of the community in Guelph. As such we strongly believe that our success depends on the success of the community at large, and it is our intention to do our utmost to be a valuable member of that community. For us this means things such as being heavily engaged in local charity, promotion of and involvement in our city and events within it whenever possible, collaborating with other local business and organizations, being a good neighbour, and conducting our business with a desire for the community as a whole to profit from our operations. Our brewery operates with a quality not quantity approach to beer consumption – we intend to offer high quality, interesting, unique and lower alcohol craft beers that are intended to be enjoyed in moderation.



The nature and intention of this operation is no different from those of Guelph's other breweries – Wellington, Sleeman, and F&M. As such there is substantial precedent for how such an operation works in practice. This operation represents a cycle that allows for manufacture, packaging and direct sales to consumer all at the same location. We have currently applied for our provincial manufacturer's license, and our federal excise license however these will not be granted until our brewery is fully in place and all equipment installed. I have attached a layout of our future floor plan for your reference. At the present our landlord is finalizing his building permit with building services in order to separate our unit from the existing unit. Once these renovations are complete we will be applying for a building permit to make our brewery specific modifications to the space.

We sincerely look forward to becoming a member of Guelph's business community and being able to give back to the community at large. Please feel free to contact me with any questions or to discuss our proposal in further depth.

Thank you very much for your assistance,

A handwritten signature in black ink, appearing to read "Cameron Fryer". The signature is fluid and cursive, with a large, sweeping initial "C" and a long, horizontal flourish extending to the right.

Cameron Fryer  
Royal City Brewing Co.  
c.fryer@royalcitybrew.ca  
519-820-2493